

**MONTANA HISTORICAL SOCIETY  
BOARD OF TRUSTEES QUARTERLY MEETING  
MHS Auditorium/Craney Studio  
225 North Roberts, Helena, Montana  
July 19, 2012**

**Branding and Prospecting Workshop**

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8:00	Gather, welcome	Bruce Whittenberg
8:15	Repositioning the Montana Historical Society	Wendt Integrated Communications
9:00	Campaign 101 “Refresher”	Laura MacDonald
9:30	“How to” exercise: identifying prospects for MHS	Laura MacDonald
10:00	How to exercise: engaging prospects in cultivation interviews	Laura MacDonald
10:45	BREAK	
11:00	Presentation & discussion: Making the pivot to solicitation <ul style="list-style-type: none"> <li>• Board members’ roles</li> <li>• Society staff roles</li> </ul> (Note: cite examples of board members who’ve already done this)	Laura MacDonald/ all
11:45	Board members’ commitments (Note: pre-recruit some board members)	Laura MacDonald (and/or board chair)
12:00	Break, transition to business meeting	

**MHS Board of Trustees Business Meeting**

CALL TO ORDER

Roll Call of Board Members

Review & Approval of Minutes

BOT Meeting – April 19, 2012

PRESIDENT’S REPORT – Steve Lozar

Nomination of Board Officers – Nominating Committee

Election of Board Officers

PROGRAM MANAGERS REPORTS

Research Center – DEACCESSION LIST

UNFINISHED BUSINESS

NEW BUSINESS

PUBLIC COMMENT PERIOD

NEXT MEETING DATE: September 20, 2012 (History Conference September 20-22)

4:00 ADJOURNMENT